

Analysis of the Reception of Novice Voters Towards Dr. Zulkieflimansyah'S Political Media Marketing in The 2018 West Nusa Tenggara Governorship Election

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ABSTRAK

This study aims to see the acceptance of novice voters in the Sumbawa District and what factors affect their acceptance of political marketing media Dr. H. Zulkieflimansyah as a candidate for Governor of West Nusa Tenggara (NTB) for the 2018-2023 period. The phenomenon of the emergence of political marketing media Dr. H. Zulkieflimansyah or who is familiarly called Bang Zul using social media *facebook* and *instagram* is the background of this study. The study informants are that first-time voters in Sumbawa District are said to be more active in using the media, especially social media *Facebook* and *Instagram* and are a group of voters who do not have political experience but have a large population of 20 percent. This study uses Stuart Hall's reception analysis method by analyzing Bang Zul's political marketing media to see the meaning constructed in the media (*encoding*). In addition to *encoding*, the researcher also decoded to see the acceptance of novice voters to Bang Zul's political marketing media through interviews. The results of this study found that there are three categories of acceptance of novice voters in seeing Bang Zul's political marketing media as a candidate for Governor of NTB, namely *dominant*, *negotiated* and *oppositional*.

Keywords: Reception Analysis, Political Marketing Media, Novice Voter,

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1. INTRODUCTION

Towards the end of 2016, media reports about the political battle to win the title of number one person in every province in Indonesia are getting more active. The same thing happened in the province of West Nusa Tenggara (NTB) as one of the provinces that participated in the simultaneous PILKADA in June 2018. Various political marketing strategies to introduce candidates are also carried out in various ways. One of them is the use of online media such as *facebook* and *instagram*.

The spread of information through social media is faster than other media, the distribution can touch many people, it is cheaper and can penetrate space and time (Nurudin, 2013: 207). This is one of the attractions of social media, in addition to the rapid process of disseminating information, its reach is wide, cheap, and also unlimited by space and time. So it is not surprising that candidates, sympathizers and teams use it as a political marketing media strategy. Especially now *the euphoria* of online media use is also felt by people in various regions in Indonesia, it seems that since the first year of its existence, Indonesia has become one of the countries that use the most social media in the world. 63 million people use the internet, while of this number, 95 percent use social media with the most *use of Facebook* (Kominfo, 2016). Until 2017, based on the results of *the We Are Social* and *Hotsuite* study released on LinkedIn, *Facebook* is claimed to be increasingly dominant compared to other social media. Indonesia is the country with *the 4th* most Facebook users in the world after America, India and Brazil (Jeko, 2014). This is one of the choices of candidates, successful teams, and sympathizers in Indonesia to use social media as one of the political marketing media, especially the target is novice voters.

Novice voters have an important role in elections in Indonesia and districts, as as many as 20 percent of the total number of voters are novice voters, thus the number of novice voters is so large that the candidate desperately needs the support of novice voters for his victory (KPU, 2010: 48). As Jesse Drew explained that young people are more skilled or *familiar* than those above and below in utilizing technology, the reason is because the activities they do are closer to developing technologies, such as opening *the web*, searching and *sharing* music, searching for literature as well as finding generations of the same in utilizing online media. Although it is undeniable that a small part of the generation below or above it also consumes online media (Drew, 2013 : 8). Therefore, the researchers wanted to identify how the acceptance of novice voters in Sumbawa Regency as well as what influenced their assessment of Dr. Zulkieflimansyah's political marketing media as a candidate for the Governor of NTB for the 2018-2023 period.

1. LITERATURE REVIEW

Various studies related to the use of media as a political marketing medium have been conducted. Where these studies focus on the use of various communication media, both conventional and contemporary media as a political marketing medium by party sympathizers, candidates and the success team as well as as one of the strategies to promote candidates to the public. Among them are Leon Andretti Abdillah, Lidia Joyce Sandra, Ratih Hasanah and Agus Aprianti as well as a study by Rapika Wulandari.

The first study that became literature in this investigation was entitled "*Social Media As Political Campaign In Indonesia*" by Abdillah. In his study, Abdillah focused on the *Facebook* and *Twitter social media accounts* of twelve political parties involved in the 2014 Legislative Elections, namely Parti Nasional Demokrat (NASDEM), Parti Kebangkitan Bangsa (PKB), Parti Keadilan Sejahtera (PKS), Parti Demokratik Indonesia Perjuangan (PDIP), Parti Golongan Karya (GOLKAR), Parti Gerakan Indonesia Raya (GERINDRA), Parti Demokrat (PD), Parti Amanat Nasional (PAN), Parti Persatuan Pembangunan (PPP), Parti Hati Nurani Rakyat (HANURA), Parti Bulan Bintang (PBB), and Parti Keadilan dan Persatuan Indonesia (PKPI). This study aims to explore the benefits of the implementation of social media by political parties as their political campaign media. The data collection process is carried out through the observation of facebook, twitter accounts and features of each political party. In addition, the researchers also checked various political party activities on social media and searched for the latest information on several websites such as *sindo.com*, *kompas.com* and *liputan6.com*. The results of this study show that social media is an effective tool for current and future political campaigns, as a tool to reach voters and direct supporters, as a tool for political parties to show their logos/icons, and the results of a quick count also show that political parties that use social media as part of their campaigns win the Legislative Elections.

In addition to the discussion from Abdillah, the researcher also looked at Sandra's study entitled "*Political Branding of Jokowi During the 2012 Jakarta Governor Election Campaign on Social Media Twitter*". This study was conducted to identify how political branding was carried out by Jokowi during the 2012 Jakarta Governor election campaign on social media *Twitter*. In her writing, Sandra refers to an idea from McNair that assesses that an open media presence, supported by advances in information technology, as well as the packaging of message content will make it easier for political actors to differentiate themselves from existing political competition. Coupled with the boundless ability of political information, the formation of political image is becoming easier to do, including the branding of political candidates/parties as a result of the contemporary political communication process. The subject of this study is Jokowi's (@jokowi_do2) Twitter social media account. By using Hsieh & Shannon's qualitative content analysis method with a *directed content analysis* approach through induction procedures. Sandra thinks that Jokowi's campaign strategy is different from other candidates, not only in the *faceto face communication* model, but also in the use of the chosen campaign media, namely using social media *Twitter*, where the city of Jakarta is the number one city as the most Twitter user in Indonesia. So that the results of the campaign strategy are able to create *Jokowi's political branding* as an open, close to the community, credible, and egalitarian politician. However, from both Abdillah and Sandra's writings, the author has not seen them present public responses about the presence of social media as a place for democracy, which is in the form of an analysis of reception or acceptance.

The next study that became the basis of this study was entitled "The Utilization of Mass Media in Political Communication in the Election of Presidential Candidates (Construction of the Reality of Novice Voters in the 2014 Presidential Election)" by Hasanah and Aprianti. In his study, in general, it aims to identify the construction of the reality of novice voters in choosing the president. To provide a clear picture of how the use of media influences novice voters in making their choices as well as decision-making in choosing. The subjects of the study were teenagers aged 17-19 years old and for the first time participated in voting for presidential candidates in July 2014 who were referred to as novice voters. The study method used is a qualitative approach, this study is also descriptive, where the study conducted by Hasanah and Aprianti only describes and explains the situation or event. In this study, they did not explain the relationship, did not test hypotheses or make predictions. (Rahmat, 1993; 24). Meanwhile, the data collection technique is through *Focus Group Discussion* or commonly known as FGD. The main purpose of this focused discussion is to obtain as much information as possible about a theme that is the focus of the study (Idrus, 2009: 110). The focus of this study is to look at the construction of novice voters on presidential candidates in the 2014 election. The result of this study, namely the news carried out by the media, also constructs novice voters in determining the attitudes and interests of novice voters to choose or not to choose. Furthermore, this study shows that novice voters have a tendency not to vote because they do not know clearly information about the presidential candidates. And not only that, they are saturated with the political maneuvers of social issues that they see on the television media in terms of bringing down their rivals.

Another writing as literature from this study is an article by Wulandari with the title "Political Campaign Strategy of the Coalition of Afi-Mukmin Supporters Party in the 2013 East Kalimantan Governor Election". The study aimed to identify the political campaign strategy of the Afi-Mukmin Coalition in the 2013 East Kalimantan Governor Election. In his study, Wulandari uses a qualitative descriptive approach, with a case study method. This study focuses on Political Campaign strategies which include the setting of campaigners or communicators, the setting of target targets, the organization of campaign messages, and the selection of media. With data collection techniques through *library research* and *other field research*; observations, interviews, documents. To analyze the data the examiner used the Miles and Huberman interactive analysis model which consisted of data collection, data reduction, data presentation and drawing conclusions. The results of this study show the political campaign strategy of the coalition of AFI-Mukmin parties, in implementing the political campaign strategy in the form of the appointment of campaigners or communicators where the strategy in the selection of campaigners pays more attention to the figure of attractiveness. For the campaign target, the main target is focused on small entrepreneurs such as traders in the market, novice voters, and rural communities (remote) who have minimal knowledge about gubernatorial and deputy governor candidates. In the preparation of communication messages, it is made by adjusting the situation and conditions of the governor candidate and the deputy governor who are supported. For the selection of its own media, the campaign team uses all available media channels to achieve the objectives of the campaign.

From several studies that have been conducted before. The researcher has not seen any studies that discuss the analysis of voter reception in the general election, more specifically related to the discussion of how novice voters accept the candidate's political marketing media, specifically the study in the context of the election of the district head in West Nusa Tenggara Province, namely Dr. Zulkieflimansyah as a candidate for Governor of NTB for the 2018-2023 period.

2. METHODOLOGY

In the *reception analysis* study, the type of study used is constructivistic interpretive. According to Morley and Brunson in their book *The Nationwide Television Studies* explain that in the interpretive paradigm, looking at how society or society understands meaning is related to habits and effects, as well as looking at the behavior of the audience in viewing the media (Moorley, 2005:122).

The informants of this study are novice voters who will participate in the democratic momentum of the NTB Regional Election in June 2018 as well as young people from Sumbawa who have just participated in the election and are aged 17-19 years, among others: Senior High School students and early semester students with the distribution of sample locations namely in Sumbawa West Division, Sumbawa Urban Division, Sumbawa Southern Division and Sumbawa Eastern Division. Then the study informants were selected through *the purposive sampling technique*, where the selected informants were certain people because they were considered to identify the situation, based on certain assessments (Rakhmat, 2009:81).

Next, data collection was done using the interview method. In qualitative communication studies, it is known that there are at least three types of interviews, namely informal interviews, using guidelines and *open-ended* (Pawito, 2008:132). So this study uses the three types of interviews delivered by Pawito.

After collecting the data, the researchers then conducted data analysis by encoding Bang Zul's political marketing media, to identify the meaning of what was trying to be constructed behind the picture. After that, the researcher also *decoded*, which is to look at the tendency of the meaning interpreted by novice voters towards the political marketing media. So that in the end the researcher can draw conclusions about the acceptance of novice voters as well as what factors affect their acceptance.

3. FINDINGS

4.1. Average Analysis

Table 4.1 is the result of an analysis of Bang Zul's political marketing media. The researcher found that through the political marketing media, Bang Zul's supporters wanted to construct several messages to the voters through the media, namely that Bang Zul is a religious NTB governor candidate, Bang Zul is a young and intelligent leader candidate and Bang Zul is a nationalist leader candidate who will develop NTB. Based on this *preffered reading*, it will later be used as a reference for researchers in compiling interview questions to see how novice voters accept Bang Zul in the appearance of his political marketing media.

Table 4.1 *Preffered Reading Media Political Marketing Dr. Zul*

No.	NEWS DISCOURSE	NEWS	<i>PREFFERED READING</i>
		Media Spread on <i>Facebook</i> and <i>Instagram</i>	
1.	Islam as an Attraction	The use of peci, the inclusion of the title of Hajj and the use of green as a background	Bang Zul is a religious candidate for governor of NTB
2.	<i>Young and Smart</i> Tagline	young and intelligent candidates. Young is marked by the inclusion of social media accounts in the media. while smart is marked by a doctoral degree (Dr) that starts his name and the organization of a writing competition event.	Bang Zul is a young and intelligent leader candidate
3.	Nationalist Candidate for NTB	Displaying the logo of the House of Representatives of the Republic of Indonesia and the use of batik as a national identity	Bang Zul as a candidate for nationalist leader to build NTB

4.2. Admission of Novice Voters

Table 4.2 Position of Reception of Informants

No	REPORT	PREFERRED READING		
		Bang Zul as a Religious Governor Candidate	Bang Zul Candidate for Young and Smart Leader	Bang Zul Candidate for Nationalist Leader to Build NTB
1	Laras	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
2	Branch	<i>Oppositional</i>	<i>Negotiated</i>	<i>Dominant</i>
3	Mars	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
4	Yuyun	<i>Dominant</i>	<i>Dominant</i>	<i>Oppositional</i>

In the table above, it is clear that informants have different perceptions of Bang Zul's political marketing media. In addition, it can be seen that the acceptance of informants is also diverse when looking at the three discourses grouped by the researchers. As explained in the book *Television Audience and Cultural Studies* which explains that each viewer will interpret each show differently, even if the show is the same caused by several different experiences and factors (Morley, 1992:47). The explanation conveyed by Morley is the same as the results obtained by the examiner when looking at the reception of informants in looking at several discourses on the news of Bang Zul's advance as Governor of NTB. Therefore, to add data on the causes of informants choosing *dominant*, *negotiated* or *oppositional*, the researcher tried to find several factors of acceptance and influence of differences in informant acceptance in looking at the appearance of Bang Zul's political marketing media as a candidate for the Governor of NTB.

4.3. Factors Affecting Informant Acceptance

There are several factors that affect the acceptance of informants when witnessing several discourses on the advancement of Bang Zul as a candidate for Governor of NTB for the 2018-2023 period, namely:

Experience, Background and Knowledge

Experience, background and knowledge are some of the factors that are very influential in making decisions or accepting novice voters in Sumbawa Regency on the discourse of Bang Zul's political marketing media appearance. Ang explains that the reception or *decoding* audience in this study is the novice voter who is often influenced by the experience and information possessed by each informant, thus generating some acceptance (Morley, 2006:20). From the explanation presented by Ang, it is emphasized that the experience, background and knowledge that the informant knows will be a source of information as well as a guide for decision-making by the informant. It is not limited to being a model in decision-making, in the reception of discourse in the appearance of political marketing media, as Ang explained that such information, experience and background will later be the main source of informant decision-making.

Proximity to the News Object

Consciously or unconsciously, the proximity of the informant to the object of study will affect the acceptance of the informant in viewing the news presented by a media. In looking at the proximity between the informant and the object of the researcher, the researcher tries to look at the explanation presented by Nightingale in the book *The Handbook of Media Audiences*. Closeness is considered to be one of the forces that influence one's acceptance of the news or message conveyed by the media. In addition, proximity will influence decision-making, so that the audience will more easily accept the message sent by the *producer* of the message (Nightingale, 2011:390).

4. CONCLUSION

There are various acceptances of novice voters in viewing Bang Zul's political marketing media, which are *dominant*, *negotiated* and *oppositional*. This difference in acceptance is due to several factors such as the informant's experience, background, knowledge and proximity to the news object.

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